



News Release

FOR IMMEDIATE RELEASE

St. Clair to Announce New Look and Style; Unveils Redesign at New Mexico Wine Festivals on Memorial Day Weekend

Albuquerque, N.M. – May 17, 2022 – Lescombes Family Vineyards, New Mexico’s leading winery for more than 30 years, announces the unveiling of a new look and style of the iconic St. Clair New Mexico brand. Inspired by New Mexico’s deep agricultural roots, it honors those who put their hearts and hands into rich soil for generations. The new label will officially be unveiled at the New Mexico Wine Festival on Memorial Day weekend in Albuquerque and Las Cruces beginning May 28.

“St. Clair wines have been a staple in New Mexico for more than 30 years and we are thrilled to finally announce the unveiling of our brand-new and beautiful St. Clair label,” said Sandra Pacheco, National Sales Director at Lescombes Family Vineyards. “The new label represents everything that we love about New Mexico and the Southwest and is truly representative of the land, the culture and its people. Our number one goal for St. Clair is to honor our wonderful customers and create a truly unforgettable experience with our handcrafted wines that are grown and made right here in the Land of Enchantment. We hope that all of our customers, old and new, will love the new packaging as much as we do and that it will remind them of the generations of history and tradition that make our state beautiful.”

Incorporating New Mexico’s rich history and culture, St. Clair’s new look pays homage to the past and looks forward to the future with a new color scheme, typography and patterns. The typography reflects the legacy and history that St. Clair has in New Mexico with bold fonts featuring accents of a handwritten typeface. The patterns and illustration style reference the rich artistic culture of New Mexico and the color palette is indicative of the state’s natural surroundings with a rough and aged design that represents the many New Mexicans that have trusted St. Clair wines over the past three decades.

For more information on St. Clair, please visit stclairwine.com.

###

About St. Clair

The Lescombes family has been crafting St. Clair wine for over thirty years. St. Clair wine is crafted at our Lescombes Family Vineyards winery facility located in the Mimbres Valley, just outside of Deming, New Mexico. The family's six-generation family heritage of winemaking paired with almost forty years of experience growing and crafting wine in New Mexico results in consistently great, locally-grown wines. We actively cultivate over 200 acres of wine grapes at our vineyard, just outside Lordsburg, New Mexico, where we've found the ideal climate and growing techniques to suit quality wine grapes. Our ultimate goal is to produce great wines for you to enjoy in the company of friends and family.

St. Clair wines are grown at an elevation of 4,500 feet. This creates warm days and cool nights with a temperature swing of 30 degrees or more. This climate is ideal to grow some of the best grapes in New Mexico. Viticulturist, Emmanuel Lescombes, manages the day-to-day operations of our vineyard, producing 7-10 tons of grapes per acre on average. St. Clair currently grows Cabernet Sauvignon, Chardonnay, Moscato, Pinot Grigio, Merlot, Chenin Blanc, and dozens of other varietals. The vines are planted on 8' x 5' spacing which allows over 1,000 vines per acre, and it also gives proper access to sunlight and water. The winery harvests in July through September. Lescombes Family Vineyards harvests and processes their own grapes for maximum control over the quality of their product every step of the way. For more information on St. Clair, please visit stclairwine.com.